

**LA FASHION
DISTRICT**

COMMUNICATIONS PLAN

PRESENTED BY
Haines&Co.

January 2018

A hand is holding a white rectangular card against a background of a textured, grey wall. The card contains the title 'TABLE OF CONTENTS' and a bulleted list. The background wall has a rough, masonry-like texture with some curved lines and shadows.

TABLE OF CONTENTS

- Communication Objectives
- Analysis: Strengths, Weaknesses, Opportunities, Threats
- Brand Opportunities



COMMUNICATION OBJECTIVES

Support the LA Fashion District's desire to become a sought-after destination with shopping, entertainment, business, and residential offerings.

Give more reasons for visitors to come and more reasons to stay.

Amplify what makes the LA Fashion District unique and differentiated from other fashion hubs in the country and other districts and neighborhoods in Los Angeles.

Create a neighborhood identity that is palpable, authentic, and desirable – stimulating economic development by increasing dwell time and expenditures in the district.



STRENGTHS

What do you do well? What unique resources can you draw on? What do others see as your strengths?

- Location, location, location — central, accessible, known.
- Diversity: A colorful community where diversity breeds creativity.
- Walkability — one of LA's most walkable neighborhoods.
- A hub of creative and design talent.
- Talented, influential taste makers, stylists, designers to function as "spokespeople" and aspirational community members.
- Historic buildings and real estate assets ready for reinvention and adaptive reuse.
- Increasing number of more upscale retail, hotels, and restaurants to attract a more upscale customer.
- The indisputable and unique positioning as LA's FASHION District.



WEAKNESSES

What could you improve? Where do you have fewer resources than others? What might others see as weaknesses?

- Safety is a consistent concern for employees, guests, and residents, particularly in outlying areas and/or entry points to the BID.
- Limited day parts — no night life.
- Gritty, at times, to a fault.
- At times, confusing area to navigate with few respites along the way.
- Limited data and analysis on the customers and residents limits ability to be efficiently targeted in outreach.



OPPORTUNITIES

What opportunities are open to you? What trends can you take advantage of? How can you turn strengths into opportunities?

- Turn the fashion industry calendar into a blueprint for neighborhood happenings.
- Better understand target visitors, residents, buyers to better address needs and expectations.
- Distribute economic development data to investors/developers sharing good news re: increased residential inventory, affordable rents, new tenants, live/work character-rich neighborhood.
- Activate the neighborhood with happenings/events/experiences (e.g. Urban Dinner Party)
- Cluster communications around persona-related interests, activities, destinations (e.g. Day in the District itineraries).
- Amplify the stories of the neighborhood's hidden gems.
- Think like a neighborhood — community-building, services, amenities, ambience, character.



THREATS

What threats could harm you? What is your competition doing well? What threats do your weaknesses expose you to?

- Disjointed efforts don't amplify one another in an effective or efficient way; conversely, singular messages (e.g. fashion industry events predominantly) sells district short.
- Competition is attracting known, respected, and sought-after brands that enhance overall vibe — what is district's plan for outreach to tenants/developers?
- Becoming known as a fashion center requires showcasing the full breadth of offerings from upscale boutiques to independent designers to national brands to fast fashion powerhouses.
- Other districts seem to know and amplify their strengths and their appeal better.

A black and white photograph of a modern building at night. The building features large glass windows and a prominent tree in the foreground. A white rectangular box is overlaid on the image, containing the text "BRAND OPPORTUNITIES".

BRAND OPPORTUNITIES

HISTORIC

ESSENCE

Honoring our heritage and history. We have a story to tell AND we're ready for a new chapter.

WHAT WE CAN DO TO AMPLIFY IT

- Discover and feature hidden gems – those beloved neighborhood haunts that have survived the test of time.
- Generate excitement about the potential of this historic neighborhood with today's consumers/businesspeople/investors/residents.
- Commit to telling stories that incorporate both old and new, then and now into the narrative.



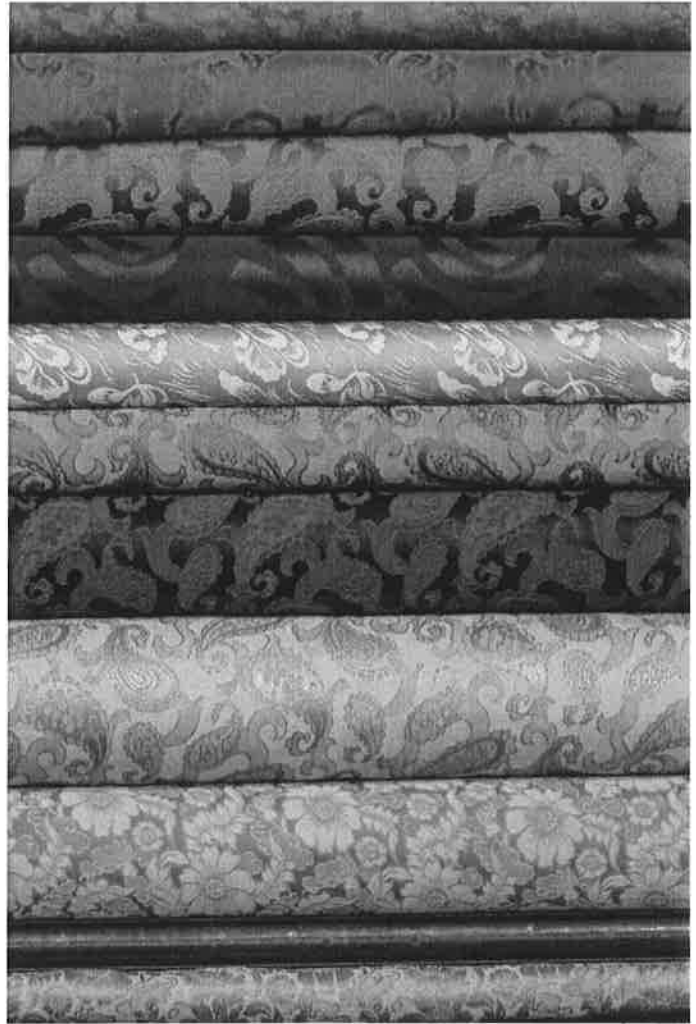
ECLECTIC

ESSENCE

The color of the city comes alive everywhere you look. We are the most colorful place in LA.

WHAT WE CAN DO TO AMPLIFY IT

- Reinforce the idea that one size does not fit all – there are multiple ways to engage and be entertained in the LA Fashion District.
- Embrace diversity of thought, ideas, perspectives, and styles through events, programming, and happenings.
- Introduce and leverage the refreshed brand identity as an expression of the district's color and vibrance.



INVITING

ESSENCE

We are always open and always on. Come and stay for a while...there's plenty to see and do.

WHAT WE CAN DO TO AMPLIFY IT

- Feature stories that connect people to the possibilities for fun, adventure, and creativity within the district.
- Help facilitate targeted visits for industry, convention and event business, brokers, and consumer groups (DIYers, fashionistas, aspiring designers, history enthusiasts).
- Adopt an ethos of "we're open for business."



FASHIONABLE

ESSENCE

LA's Fashion District. Design it. Make it. Discover it. Buy it. Wear it.

WHAT WE CAN DO TO AMPLIFY IT

- Events and happenings that set trends and amplify and support the BID mission.
- Connect new offerings (hotels, restaurants, public art, etc.) to the broader fashion message – from fads to neighborhood institutions.
- Showcase the completeness of LA's "fashionable district" telling stories from the worlds of fashion, art, design, creativity, floral, events, and more.



CONNECTED

ESSENCE

When we work together, live together, create together, we realize our potential as a place, a neighborhood, a district.

WHAT WE CAN DO TO AMPLIFY IT

- Connect the community of creators and makers who live, work, and visit the district.
- Reinforce the Fashion District's ease of access and continue to work to establish more transit solutions to restaurants, services, and creative resources.
- Establish familiarity with the neighborhood's streets, walkways, alleys to connect people to offerings.

